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## PURPOSE

The purpose of this manual is to set forth a system for the use of the BART System Symbol. It is important that the Bay Area Rapid Transit District project a consistent image to the public it serves. For this to take place all those persons employing the symbol must follow and reinforce the directions set forth in this manual.

00681





**SUNDBERG • FERAR**  
INDUSTRIAL DESIGNERS

June 7, 1971

Mr. B. R. Stokes  
General Manager  
Bay Area Rapid Transit District  
800 Madison Street  
Oakland, California 94607

Re: BART Symbol Manual

Dear Mr. Stokes:

In accordance with our contract we are pleased to transmit to you a detailed manual covering present and possible future uses of the adopted BART symbol -- the lower case ba.

In final design, the lower case ba with the capital letters BART in the upper right-hand corner represent a strong new symbol which will certainly become an internationally known and respected transit mark.

We suggest that you make widespread distribution of this manual, both within your organization and to outside agencies and individuals who might have reason to apply the mark. Because of the precision of the overlapping b and a and because of the need for the mark to be placed in a rectangle in certain applications, we strongly suggest that you exercise great control over all mark applications, both hardware and non-hardware.

It has been a pleasure to refine such a strong new transit symbol.

Very truly yours,

SUNDBERG-FERAR, INC.

Uari W. Sundberg  
President

G. L. McDonald  
R. A. Heck

/dh

ENVIRON DES. LIBRARY-UCB

ENVIRON.  
DESIGN  
LIBRARY

Environ.  
Design

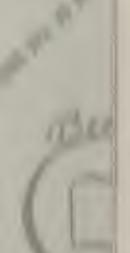
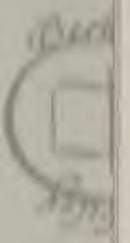
### THE BART SYSTEM LOGO & SYMBOL

The BART mark, be it in color or in black and white, must be well-delineated, bold and unambiguous to the reader, viewer or patron.

The mark's principal function is to serve the general public by identifying District staff, equipment and facilities of interest to the general public.

Wherever the public needs no reminding of the District's presence (e.g., station interiors), the mark is superfluous, obtrusive and undesirable.

The mark should not be in close proximity to other graphics.



## THE SYMBOL

## Page

A. Two color against white	1
B. Two color against other than white	2
C. One color usage	3
D. Alternate one color usage	4
E. Special tool stamp usage	5
F. Incorrect usage	6

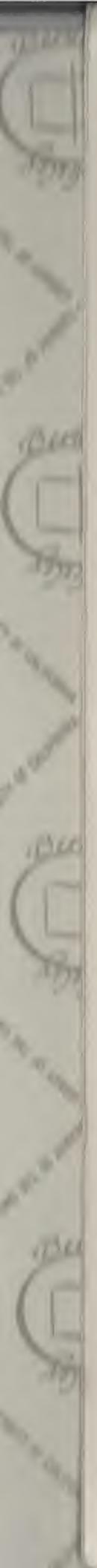
## COLOR STANDARDS

## REPRODUCTION ART

A. Grid scale symbol	1
B. Grid scale symbol with background shape	2
C. Color separation of symbol	3

## STATIONERY AND FORMS

A. Symbol and type relationship	1
B. Stationery	2
C. Typists guide to stationery	3
D. Envelope and calling card	4
E. Examples of typical forms	5-6
F. News release	7
G. Seal	8
H. Poster and map application	9
I. Map application	10



SIGNAGE	Page
A. Station identification (minor sign)	1
B. Combined use	2
C. Building identification	3

- |  |   |
|--|---|
| A. Station identification (minor sign) | 1 |
| B. Combined use                        | 2 |
| C. Building identification             | 3 |

VEHICLE IDENTIFICATION
------------------------

- |                  |   |
|------------------|---|
| A. Car and truck | 1 |
| B. Transit car   | 2 |

UNIFORM IDENTIFICATION
------------------------

- |             |   |
|-------------|---|
| A. Patch    | 1 |
| B. Badge    | 2 |
| C. Hard hat | 3 |



SYMBOL

COLOR STANDARDS

REPRODUCTION ART

STATIONERY-FORMS

## TWO COLOR SYMBOL

The symbol for the Bay Area Rapid Transit District as illustrated above is designed to be used in two colors on a white background, or in black on a white background. If used on any color other than white, then it should be used in the controlled white shape as shown on page #2 of this section.

## EXCEPTION

The two color symbol may, in special cases such as the transit car or identification badges, be used on a silver background without the background shape.

BART  
ba

## TWO COLORS ON OTHER THAN WHITE

Whenever the symbol is used against any color other than white, the white background shape should be used as illustrated to separate the symbol from background color. Use of the shape is also recommended in signage or display applications where the symbol is suspended in space.



SIGNAGE

COLOR STANDARDS

REPRODUCTION ART

STATIONERY-FORMS

## ONE COLOR USAGE

The symbol may be reproduced in black and white on a white background in which case the "a" or lighter area is reproduced in a 55% tone of black. When used on any other than white background the white shape, as illustrated in this section of this manual on page #2, should be used.

BART  
book

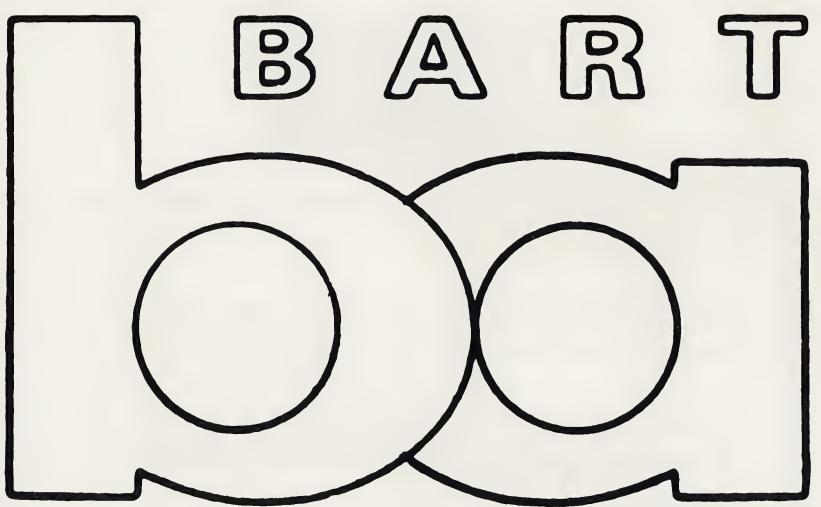
#### ALTERNATE ONE COLOR USAGE

The symbol may be used as shown with the "a" being reproduced in outline instead of the 55% tone of grey. This version is not preferred.



## TOOL IDENTIFICATION

In applications where the symbol must be stamped into metal for identification purposes such as tool stamps it may be used in the form shown. This is the only way in which the symbol may be used in outline form.



## INCORRECT USAGE

The examples illustrated show forms in which the symbol should not be used.

1. Two color symbol on other than white background without background shape.
2. Entire symbol reproduced in outline. The only exception is the tool stamp.
3. Entire symbol reproduced in one solid color.
4. Colors reversed.
5. Combination of outline and color.



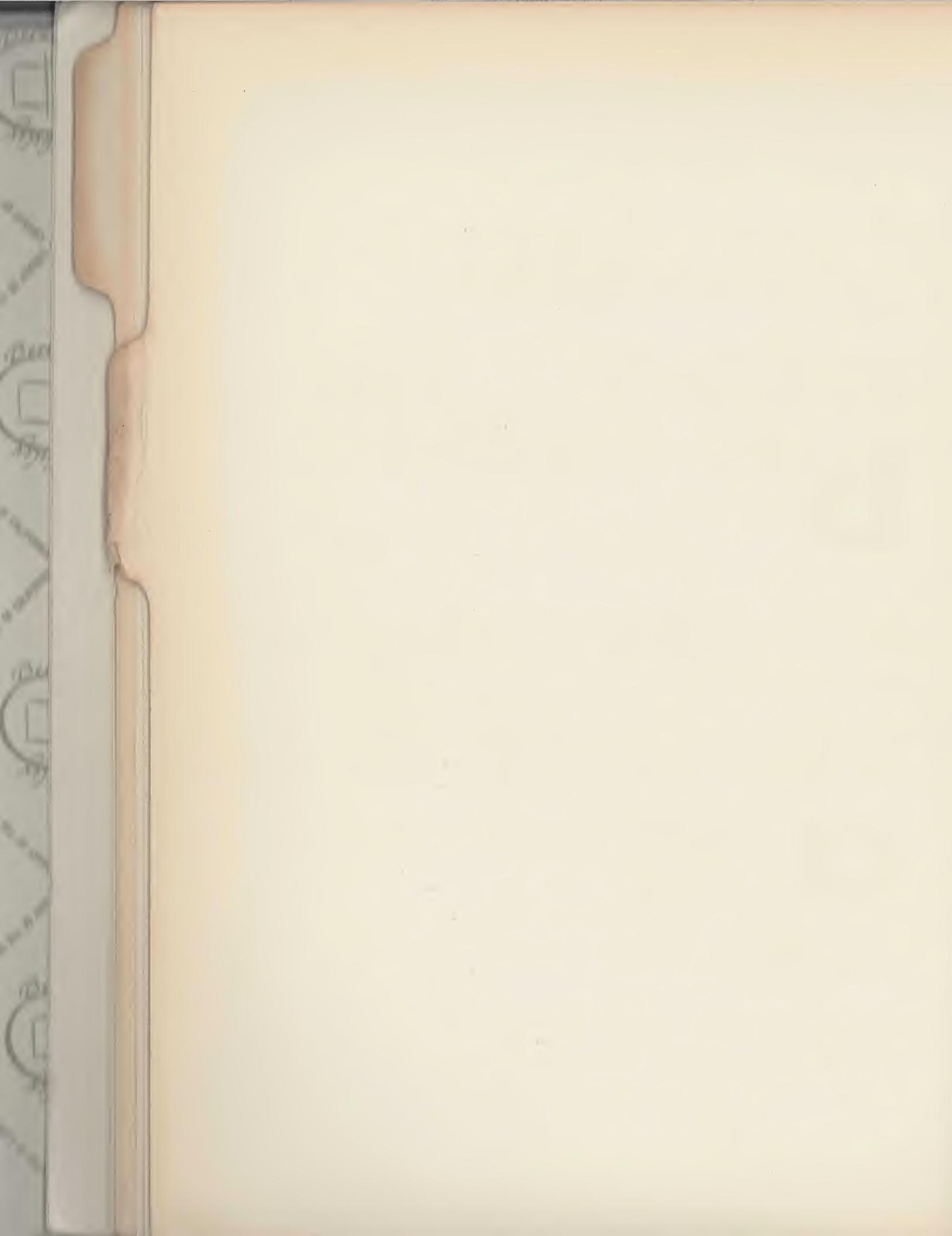


SIGNAGE

COLOR STANDARDS

REPRODUCTION ART

STATIONERY-FORMS



## COLOR STANDARD

The color reference numbers below refer to the Container Corporation of America Color Harmony Manual.

Container Corporation of America  
645 North Michigan Avenue  
Chicago, Illinois 60611



All applications other than stationery and printed forms                    13 1/2 pn

Stationery and printed forms                    Black

In all instances the lower case "b" and "BART" will be the same color.



In all applications other than black and white                    14 na

In special applications, such as building plaques, the symbol may be reproduced in bronze or aluminum. The "b" and "BART" being bright finish and the "a" in brushed finish.



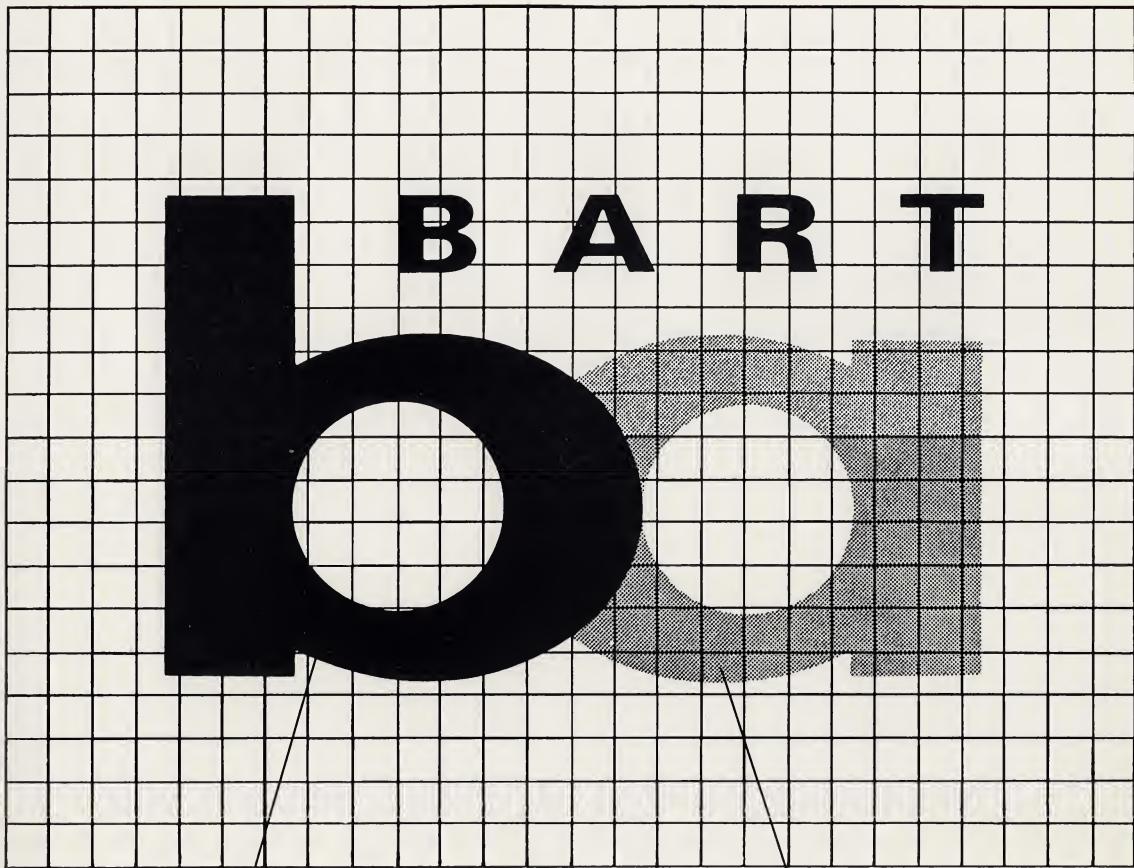
SIGNAGE

VEHICLE IDENT.

REPRODUCTION ART

STATIONERY-FORMS

GRID SCALE WITH SYMBOL



SOLID BLACK

55% TONE OF BLACK

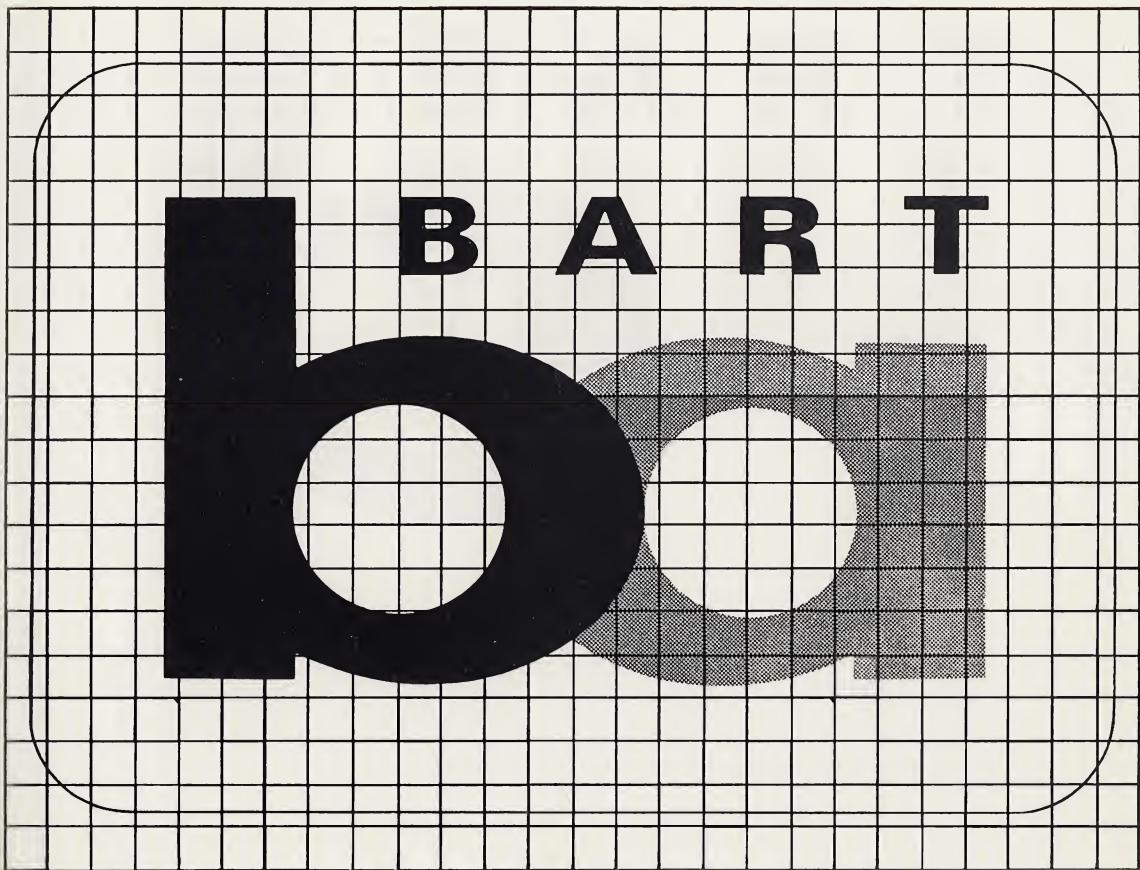
GRID SCALE WITH SYMBOL AND BACKGROUND SHAPE

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

STATIONERY-FORMS



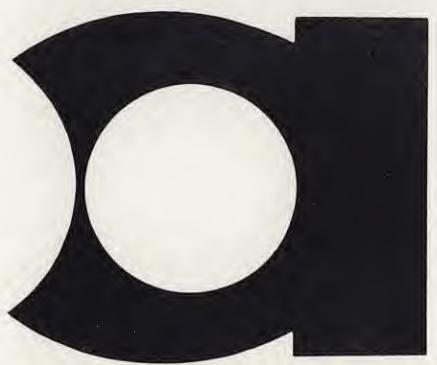
COLOR SEPARATION OF SYMBOL

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

STATIONERY-FORMS



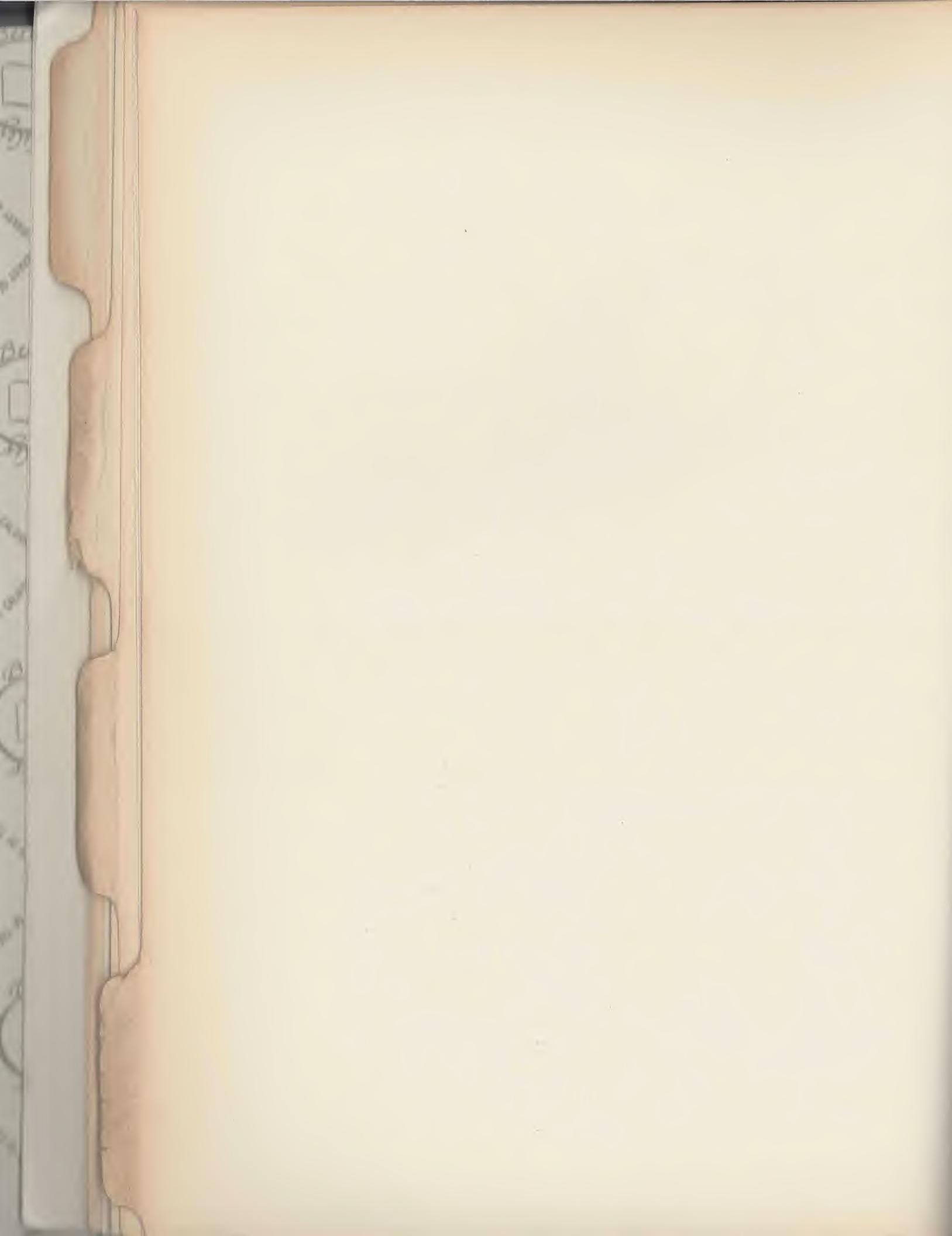


SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

STATIONERY-FORMS



## TYPOGRAPHY

The symbol when used in conjunction with the system title and address as in stationery or any printed forms should be used as indicated on the following pages.

The system name is in UNIVERS #65 upper case and the address is in both upper and lower case.

STATIONERY LETTERHEAD



**BAY AREA RAPID TRANSIT DISTRICT**  
800 Madison Street  
Oakland, California 94607  
Telephone 465-4100

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

**DOHERTY**

PRESIDENT

**H. BILLIMAN**

PRESIDENT

**J. STOKES**

MANAGER

DIRECTORS

**COUNTY**

**SHEDDISON**

**D. CLARK**

**D. D. LANGE**

**H. BILLIMAN**

**LA BANTA**

COUNTY

**MARINCO**

COUNTY

**SONOMA**

COUNTY

**ALAMEDA**

COUNTY

**BLAKE**

COMMISSIONER

**BLAKE**

COMMISSIONER

TYPISTS GUIDE TO STATIONERY



BAY AREA RAPID TRANSIT DISTRICT  
800 Madison Street  
Oakland, California 94607  
Telephone 465-4100

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

JAMES P. DOHERTY  
PRESIDENT

June 7, 1971

GEORGE M. SILLIMAN  
VICE PRESIDENT

Mr. B. R. Stokes  
General Manager  
Bay Area Rapid Transit District  
800 Madison Street  
Oakland, California 94607

B. R. STOKES  
GENERAL MANAGER

DIRECTORS

Dear Mr. Stokes:

ALAMEDA COUNTY  
JOHN C. ANDERSON  
RICHARD O. CLARK  
H. R. LANGE

In accordance with our contract we are pleased to transmit to you a detailed manual covering present and possible future uses of the adopted BART symbol -- the lower case ba.

CONTRIA COSTA  
COUNTY  
GEORGE M. SILLIMAN

In final design, the lower case ba with the capital letters BART in the upper right-hand corner represent a strong new symbol which will certainly become an internationally known and respected transit mark.

SAN FRANCISCO  
COUNTY  
WILLIAM C. BLAKE  
RONALD H. CHESTER  
JOHN D. GRAVES  
WILLIAM M. REEDY

We suggest that you make widespread distribution of this manual, both within your organization and to outside agencies and individuals who might have reason to apply the mark. Because of the precision of the overlapping b and a and because of the need for the mark to be placed in a rectangle in certain applications, we strongly suggest that you exercise great control over all mark applications, both hardware and non-hardware.

Very truly yours,

BAY AREA RAPID TRANSIT DISTRICT

John R. Thornton  
Director of Sales

cc: R. A. Heck

/dh

ENVELOPE AND CALLING CARD



BAY AREA RAPID TRANSIT DISTRICT  
800 Madison Street  
Oakland, California 94607  
Telephone 465-4100



BAY AREA RAPID TRANSIT DISTRICT  
800 Madison Street  
Oakland, California 94607  
Telephone 465-4100

KAY SPRINGER JAYNES  
PUBLIC RELATIONS ASSISTANT

UNIFORM IDENT.

VEHICLE IDENT.

SIGNAGE

TYPICAL FORMS

EMPLOYEE NAME	SOCIAL SECURITY NO.	POSITION	SHIFT			
LOC	P.P.	DATE	POSITION CODE	FAT CODE	HOURS	AMOUNT
BART ba						
THE TIME CLAIMED IS CORRECT						
EMPLOYEE						
TIMESHEPER		TOTAL REGULAR JOB STRAIGHT TIME HOURS	0 0			
SUPERVISOR	FORM 0108	TOTALS		1	1	

No. 1643

**BART**  
**ba**  
**BAY AREA RAPID TRANSIT DISTRICT**  
800 Madison Street  
Oakland, California 94607  
Telephone 465-4100

**MATERIAL RECEIVING REPORT**

Purchase Contract No. Purchase Contract No. Date The date MRR prepared  
Shipper's Name Supplier or Vendor F.O.B. Point City and State material received from  
Delivering Carrier Railway Line Co. & Truck Number Waybill No. If available  
Condition of Shipment: Good Order  Damaged  Over, Short or Damaged Report No. If OS&D is required  
Remarks: In your own words report any broken packing crates --  
If receiving machinery or equipment note any oil leaks etc.

ITEM	QUANTITY RECEIVED	DESCRIPTION OF ITEMS	ORDERED	OVER	SHORT	DAMAGED
1	How Many	GIVE A BRIEF BUT THOROUGH DESCRIPTION OF ITEM OR ITEMS RECEIVED. NOTE THE SERIAL NUMBER, MANUFACTURER MODEL OR TYPE: OR ANY IMPORTANT PARTS THAT MIGHT BE USED TO DESCRIBE ITEM THIS ITEM IN WITH WHAT WAS	How Many			
2						

ORIGINAL

SHOW THIS NUMBER ON ALL INVOICES,  
SHIPPING PAPERS, AND CONTAINERS

**PURCHASE ORDER**

NUMBER

COMPLETE"  
OR  
ALL SHIPMENT"  
MUST ALWAYS APPEAR ON EVERY MRR.

**BART**  
**ba**  
**BAY AREA RAPID TRANSIT DISTRICT**  
800 Madison Street  
Oakland, California 94607  
Telephone 465-4100

MAIL INVOICES IN DUPLICATE TO ABOVE ADDRESS  
ATTN: ACCOUNTING DIVISION

CONTRACT NO. OR AGREEMENT REF. DEPT. REQ. NO. ACCOUNT NO. DATE:

SUPPLIER

DELIVER TO

00073  
UARCO BUSINESS FORMS  
OAKLAND, CALIF.

E-Z-OUT®  
FORM NO. C-11

**BART**  
**ba**  
**BAY AREA RAPID TRANSIT DISTRICT**  
800 Madison Street  
Oakland, California 94607  
Telephone 465-4100

**INVOICE** DATE

REFERENCE NUMBER

INVOICE NO.  
(PLEASE REFER TO INV. NO. WHEN MAKING INQUIRIES)

**BART**  
**ba**  
**BAY AREA RAPID TRANSIT DISTRICT**  
800 Madison Street  
Oakland, California 94607  
Telephone 465-4100  
Billing Postage Guaranteed

**GENERAL FUND WARRANT CHECK** NO. 10704  
11-24 1210  
DATE CHECK NO. AMOUNT

664 CALIFORNIA STREET  
WELLS FARGO BANK  
SAN FRANCISCO, CALIFORNIA

11210000249001 581024\*

DATE	REFERENCE	AMOUNT

PLEASE DETACH  
THIS REMITTANCE ADVICE  
BEFORE DEPOSITING CHECK

THE ATTACHED CHECK  
IS IN PAYMENT OF THE  
ITEMS LISTED ABOVE

TYPICAL FORMS

127

WOBBER BROTHERS



BAY AREA RAPID TRANSIT DISTRICT  
800 Madison Street  
Oakland, California 94607  
Telephone 465-4100

## CONTROL INFORMATION

JOB NAME	JOB NO
DATE SUBMITTED	DATE DUE
SOURCE	CARD TYPE

## BATCH CONTROL CARD

TOTAL (COL. 46-55)	BATCH NO. (COL. 77-79)	(COL. 80)
		8

6003 (Rev. 4/65)  
Formerly Form C-12



BAY AREA RAPID TRANSIT DISTRICT

AUTHORIZED DELEGATION TO APPROVE INVOICES AND CHECK REQUESTS

## SECTION A - IDENTITY OF AUTHORIZED SIGNATURE

Authority is Delegated to Approve  
Invoices and Check Requests as follows:

Department \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

## NEWS RELEASE



BAY AREA RAPID TRANSIT DISTRICT  
800 Madison Street  
Oakland, California 94607  
Telephone 465-4100

G. L. MCDONALD  
PUBLIC RELATIONS

APPROVALS UNDER THIS DELEGATION MUST BE  
SPECIFIED, FOR ONLY INVOICE A

## DEPARTMENT MANAGER'S APPROVAL

Department or Function \_\_\_\_\_

Effective Date \_\_\_\_\_

Sections A, B, C.  
each authorization carefully. Must  
be limited. Example: "Check Requ  
one (1) form for each delegate.  
Duplicate Original to Contr  
Department file."



BLUE CROSS®  
HEALTH PLAN

NEWS RELEASE

# NEWS RELEASE



BAY AREA RAPID TRANSIT DISTRICT  
800 Madison Street  
Oakland, California 94607  
Telephone 465-4100

MCDONALD  
RELATIONS

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

**SYSTEM SEAL**

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.



## **POSTER AND MAP APPLICATION OF SYMBOL**

The symbol should be used as shown on maps and posters. Exact location is not specified because of the variation of formats, but the symbol should be isolated from any other graphic elements and should stand by itself.

#1 Preferred location

#2 Alternate location

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

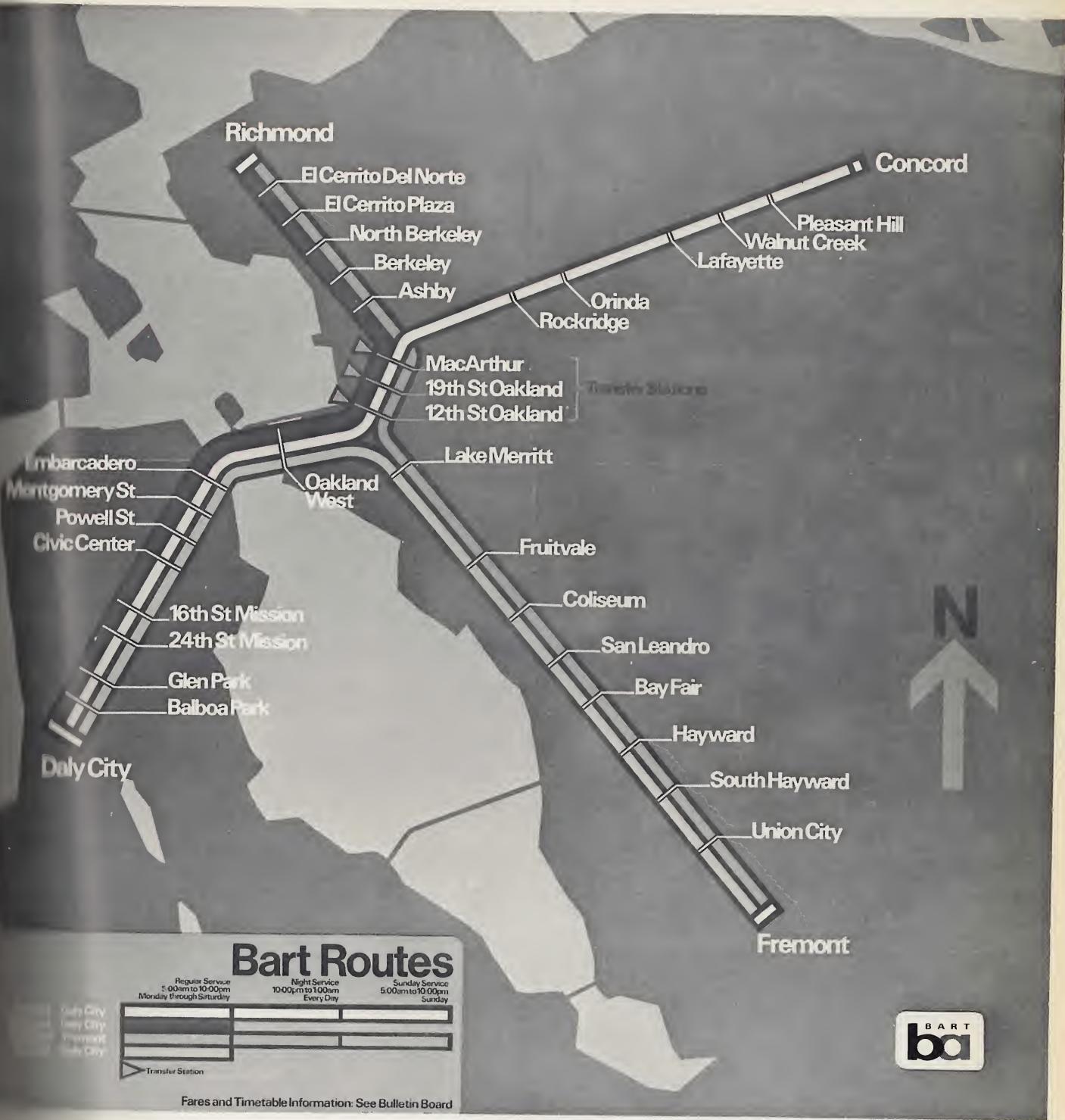


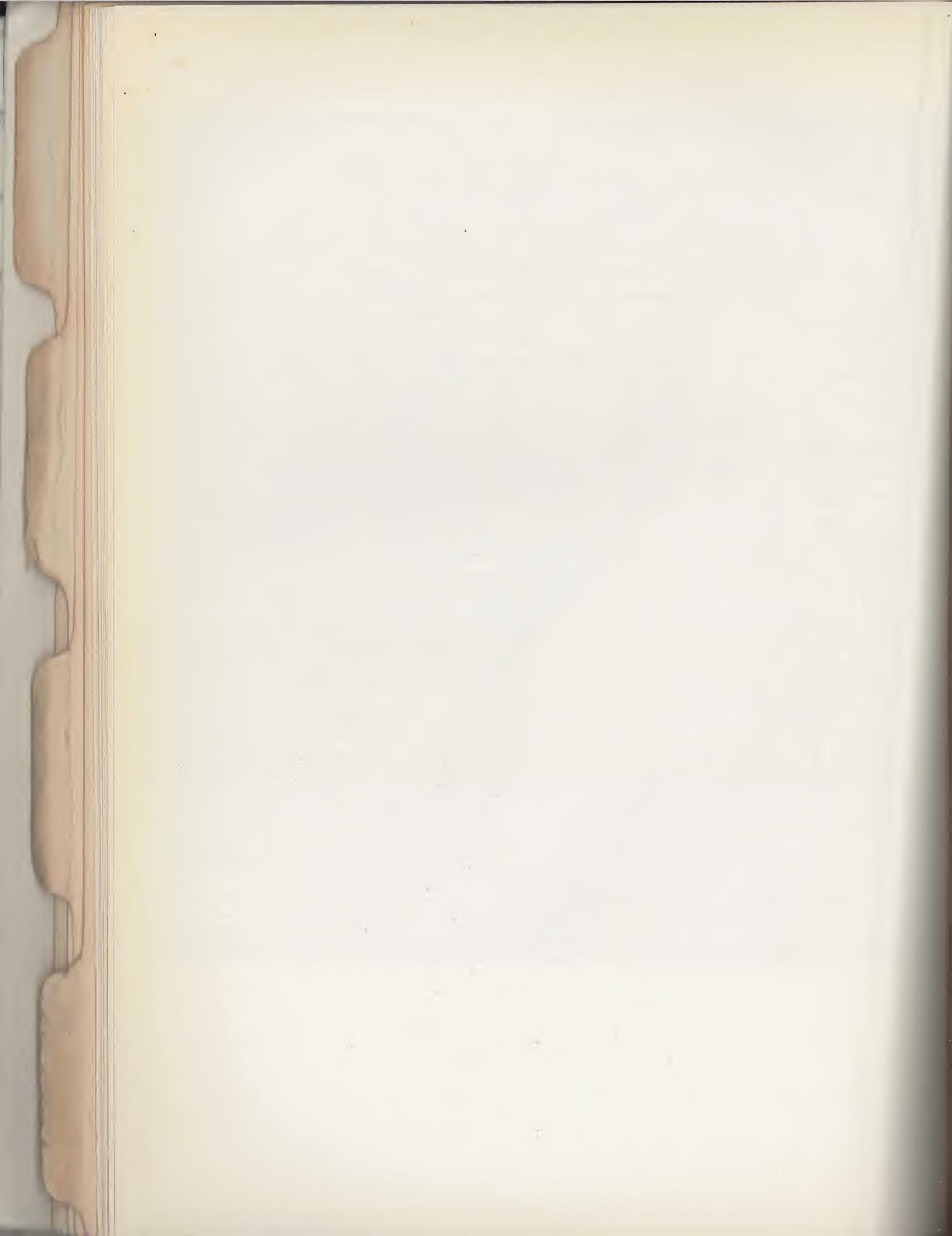
MAP APPLICATION

SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.

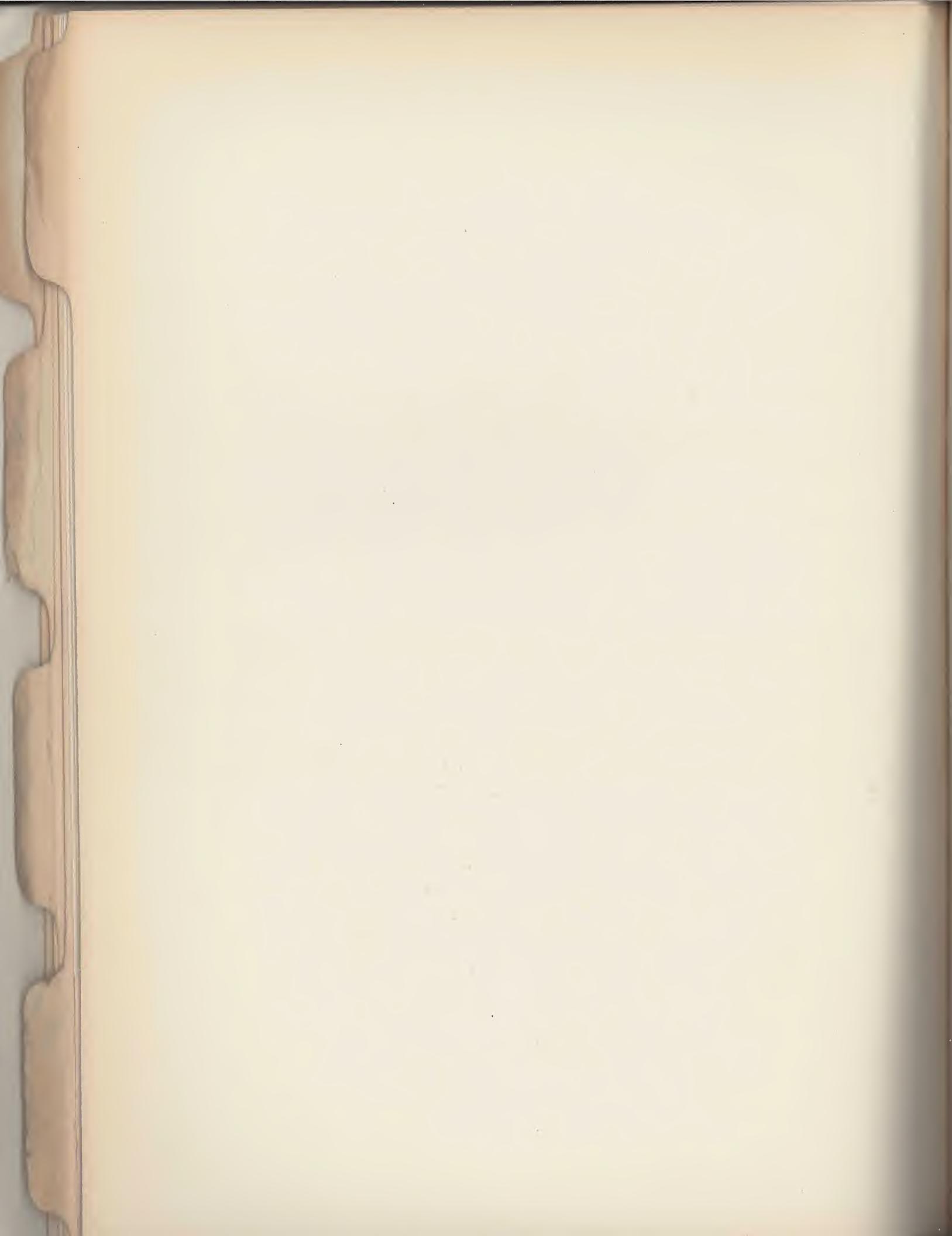




SIGNAGE

VEHICLE IDENT.

UNIFORM IDENT.



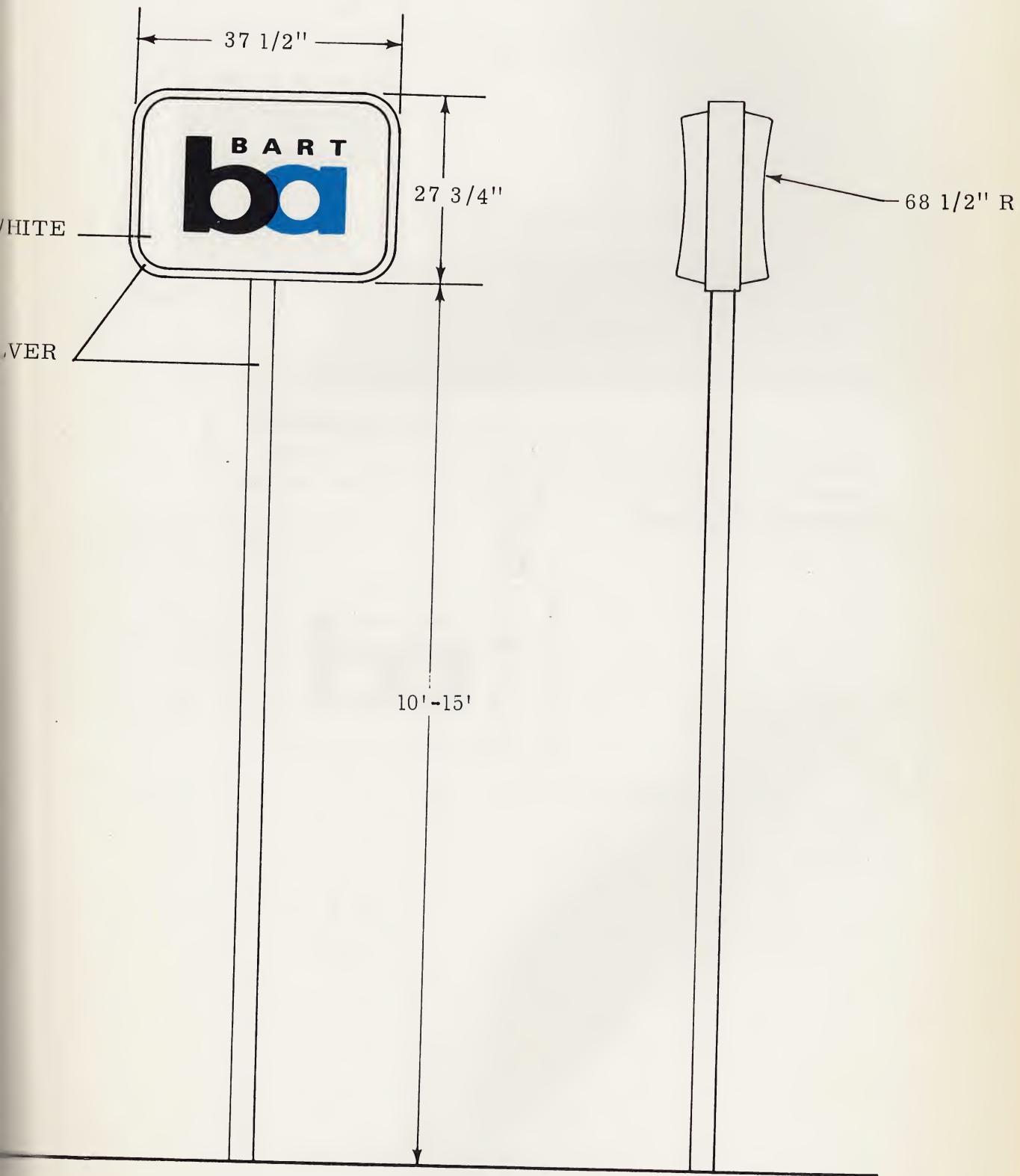
## SIGNAGE

The following pages illustrate the approved sign styles for the system symbol.

The purpose of these signs is to identify and guide the passenger to the BART station.

#### STATION IDENTIFICATION SIGN (MINOR)

The minor sign is designed to be used to define and identify station entrances to passengers in the immediate vicinity.

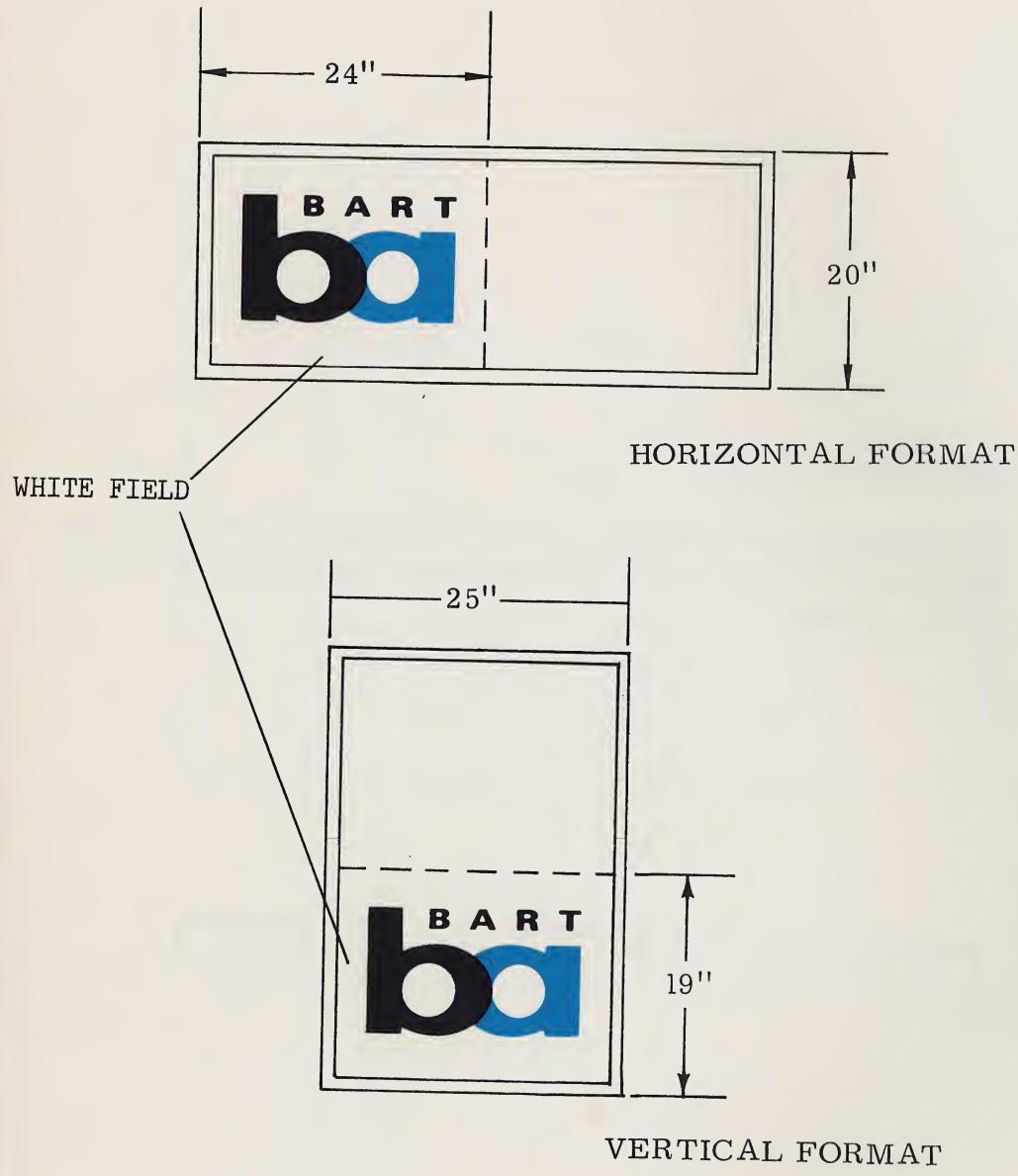


VEHICLE IDENT.

UNIFORM IDENT.

#### STATION IDENTIFICATION (COMBINED USE)

When the symbol is used in conjunction with another symbol or message on a sign not illustrated in this manual it should have its own field or background of white as illustrated.

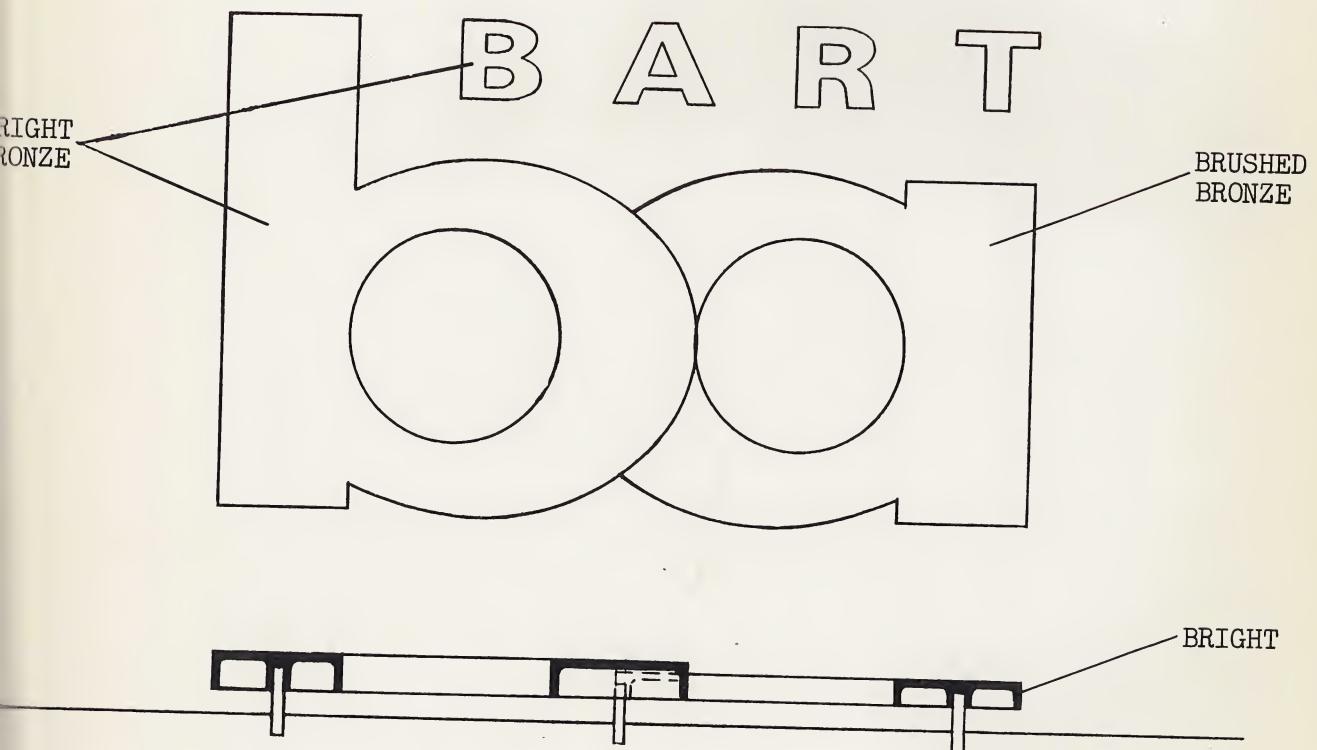


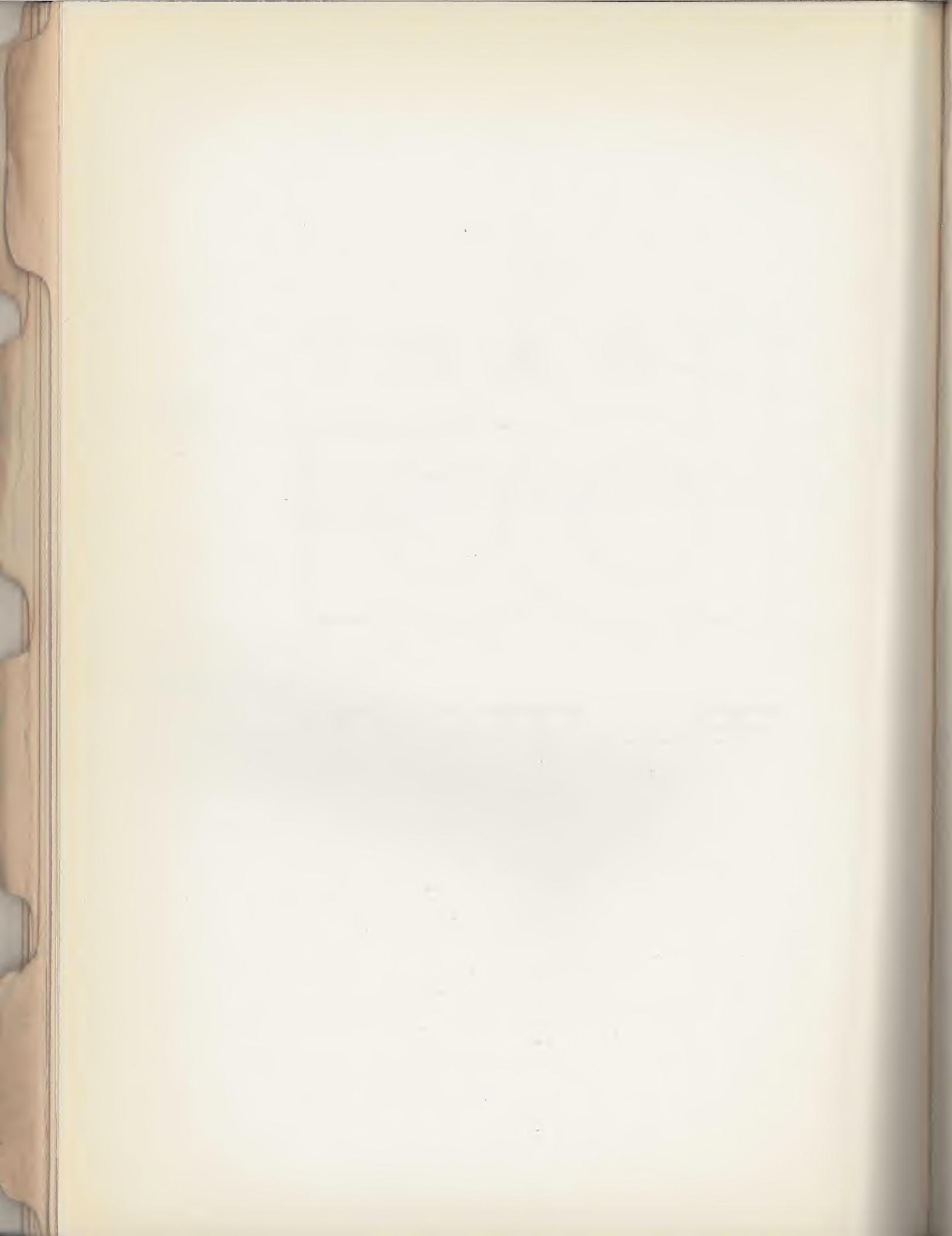
### **BUILDING PLAQUE**

The building identification plaque is designed to be used as required to identify the buildings other than stations related to the system.

VEHICLE IDENT.

UNIFORM IDENT.



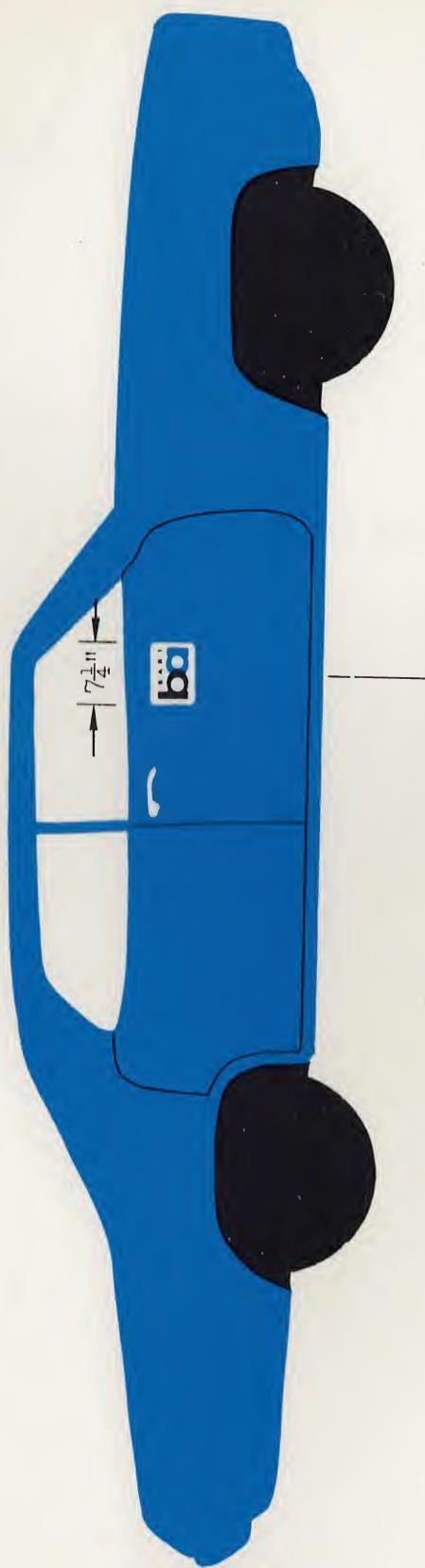
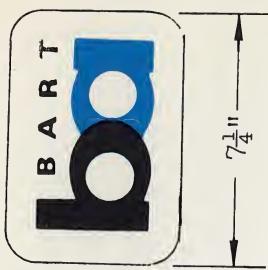


VEHICLE IDENT.

UNIFORM IDENT.

#### VEHICLE IDENTIFICATION

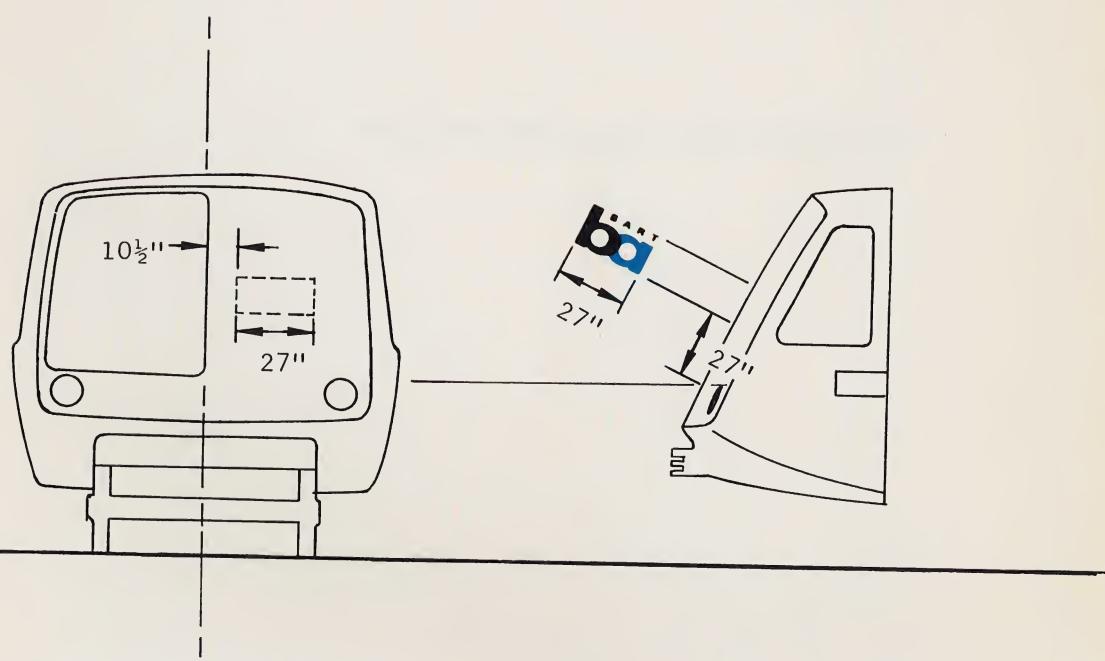
The symbol should be used as shown on vehicles, centered on the door panel, approximately 3" below the window.



UNIFORM IDENT.

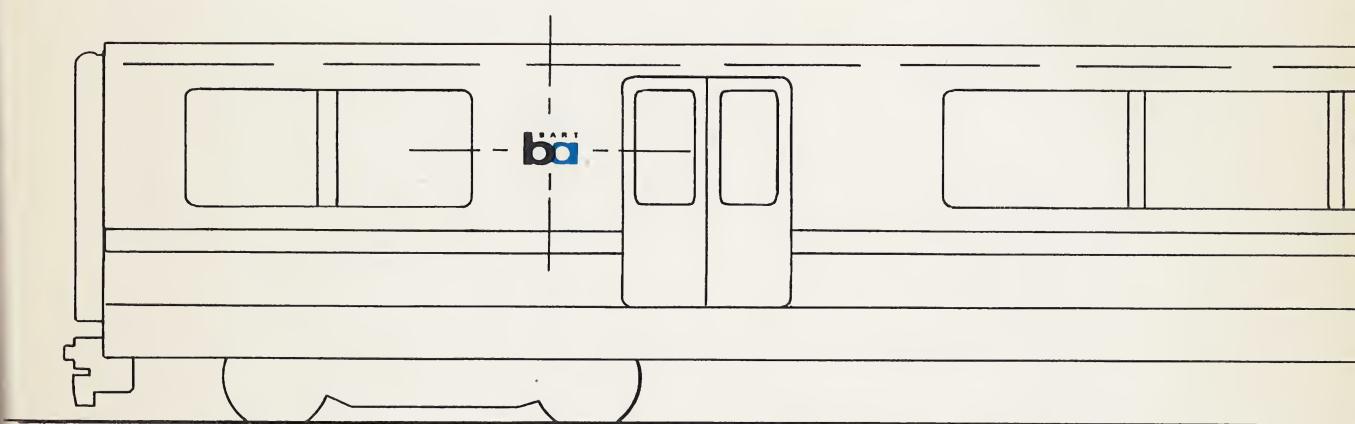
TRANSIT CAR IDENTIFICATION

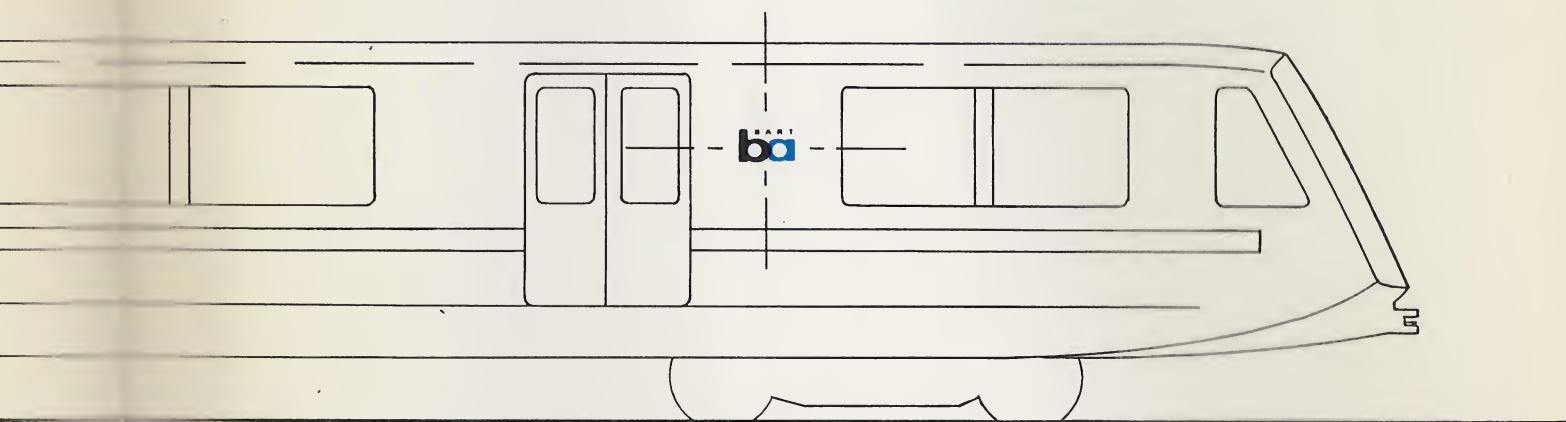
UNIFORM IDENT.

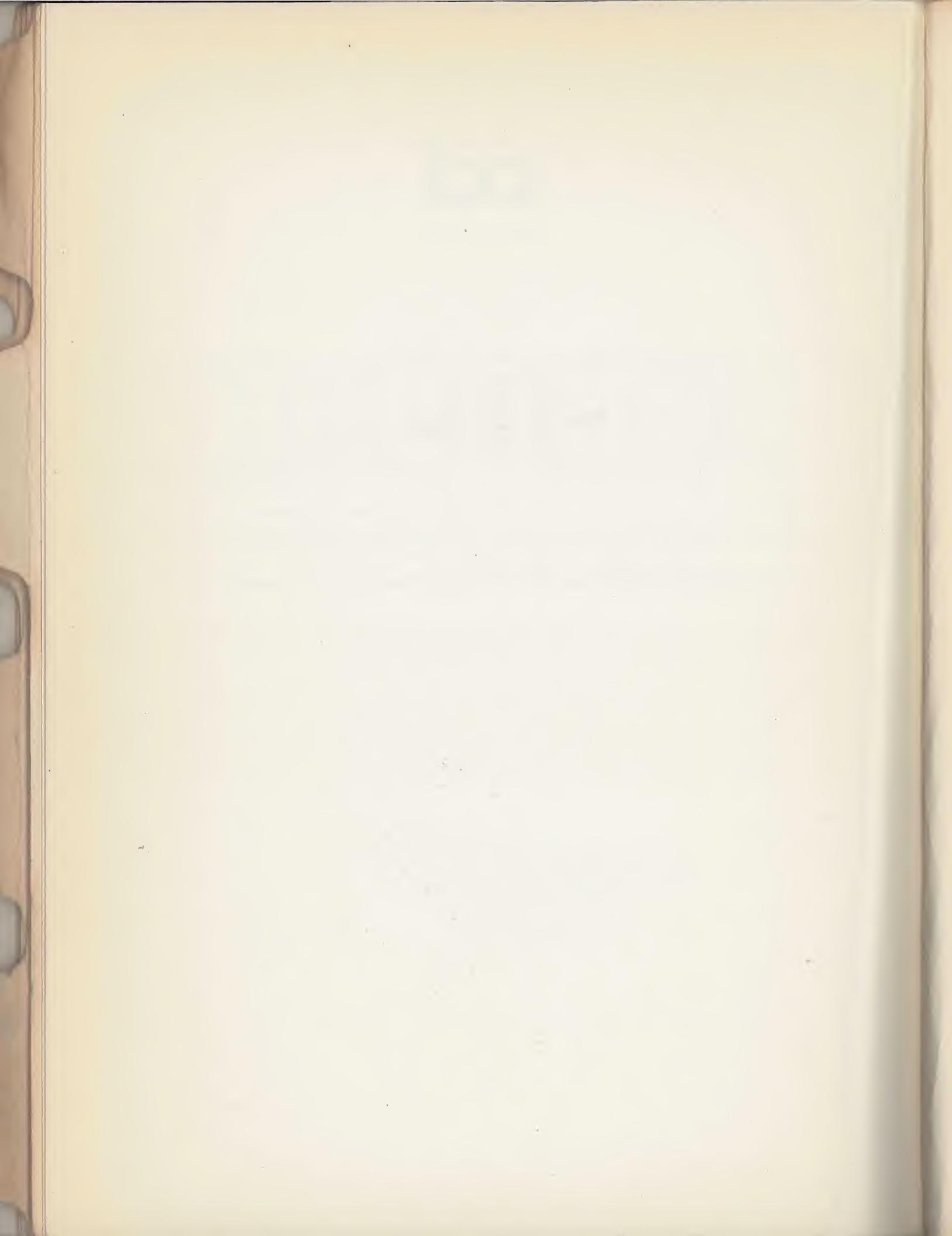


TRANSIT CAR IDENTIFICATION

UNIFORM IDENT.

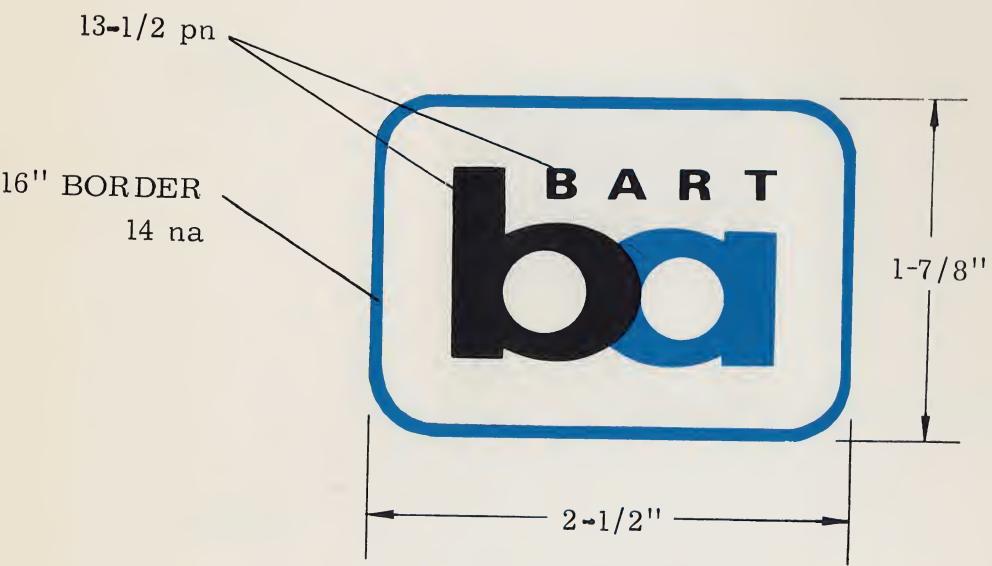






UNIFORM IDENT.

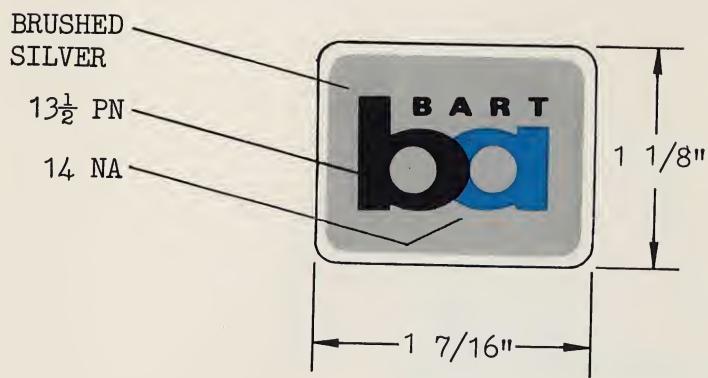
UNIFORM IDENTIFICATION PATCH



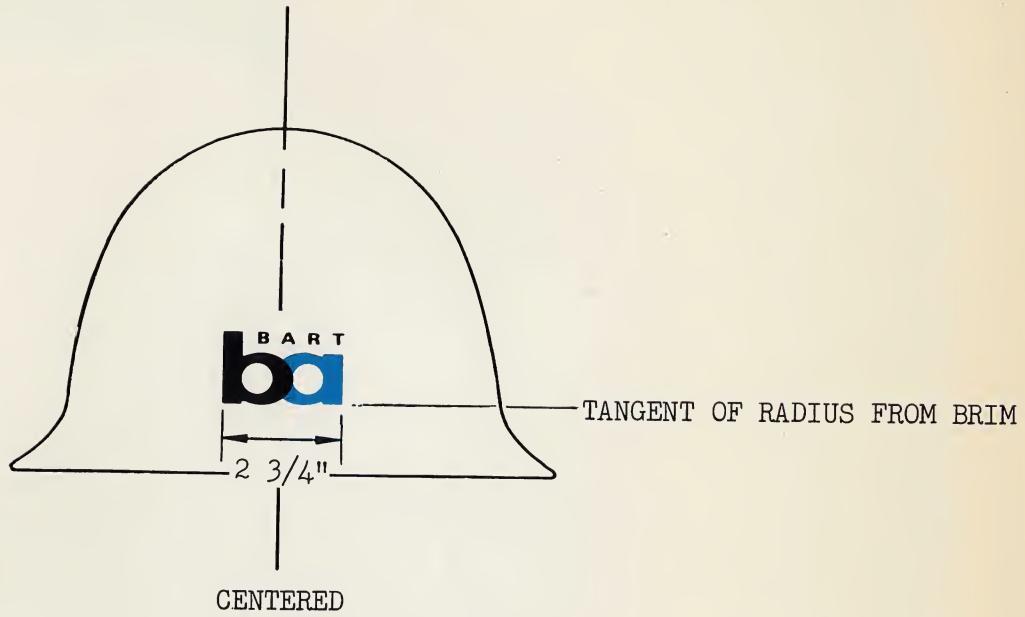
**LOCATION:**

1/4" ABOVE & CENTERED ON  
THE LEFT BREAST POCKET

IDENTIFICATION BADGE



## HARD HAT IDENTIFICATION



<b>RETURN TO</b>	<b>ENVIRONMENTAL DESIGN LIBRARY</b>		
	210 Wurster Hall 642-4818		
<b>QUARTER</b>	1	2	3
4	5	6	

ALL BOOKS MAY BE RECALLED AFTER 7 DAYS  
Return books early if they are not being used

**DUE AS STAMPED BELOW** *RECEIVED UCB-ENVI*

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DEC 1 MAY 27 2003	UC BERKELEY	MAY 18 2007
UC BERKELEY ENVI		ENVI
APR 21 2001 RECEIVED UCB-ENVI		JAN 23 2011
Envi	MAY 16 2003	
RECEIVED UCB-ENVI UC BERKELEY		
APR 23 2001	DEC 22 2004	
UC BERKELEY	ENVI	
DEC 20 2001	UC BERKELEY	
ENVI	DEC 21 2005	

UNIVERSITY OF CALIFORNIA, BERKELEY  
BERKELEY, CA 94720

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